

Interreg
CENTRAL EUROPE



European Union
European Regional
Development Fund

**What is central
for good
communication**





CHANGE

Our world is turning
upside down...

The world's largest
public transportation
networks are private

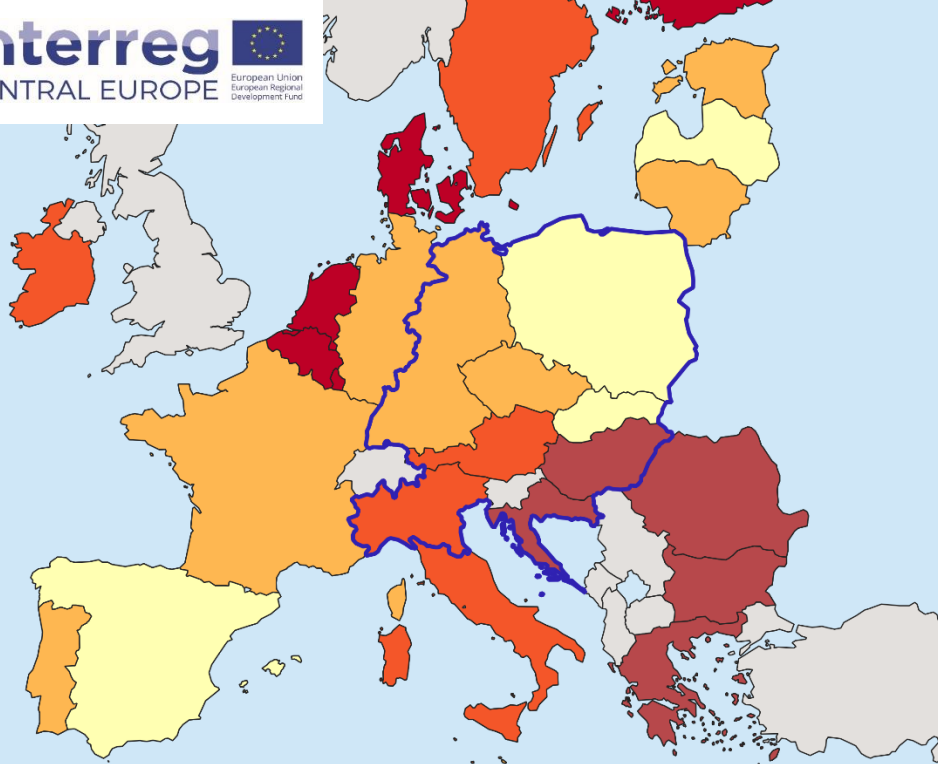




**The world leader in
electric cars did not
exist 17 years ago**

The world's largest
media do not
produce any content





Many of us are suddenly
working from home






Started to work from home as a result of the situation

% of respondents saying 'Yes'

Survey results

Data source: Eurofound (2020), Living, working
and COVID-19 dataset, map: wiiv

Category

-  below 30%
-  30% - 35%
-  35% - 40%
-  40% - 45%
-  45% - 59%

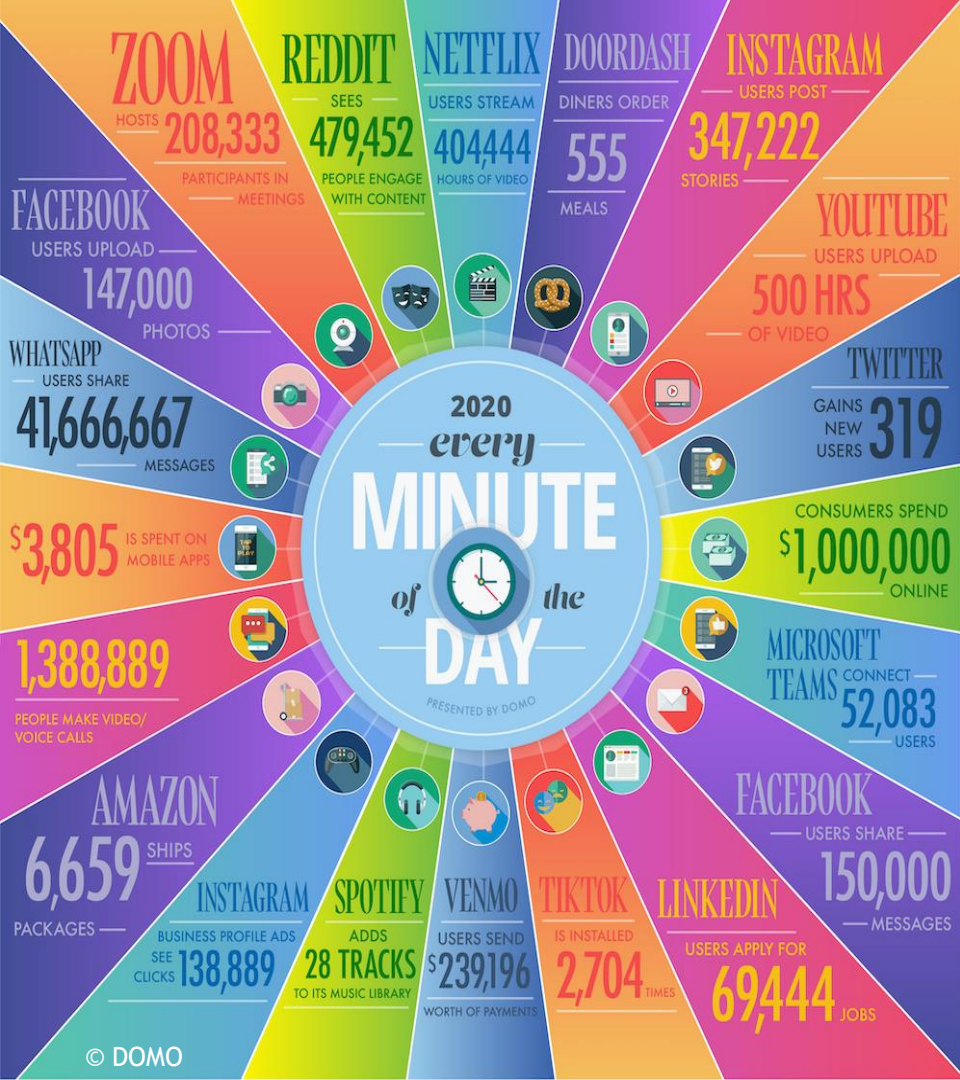
Our communication
increasingly takes
place in bubbles

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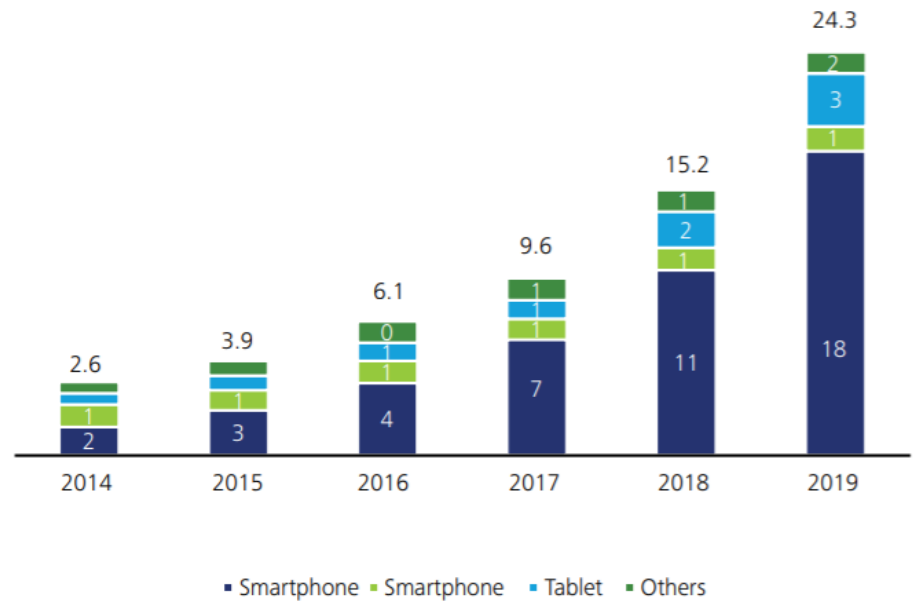
30 years together



We are constantly overloaded with information

Finally, our media usage is increasingly “mobile first”

Figure 1: Global Monthly Mobile Data Consumption (Exabyte)



Source: CISCO Mobile VNI report, 2015

Ok, so what?



**Do we have to change
the way we communicate?**

Yes, we have to!

**We need to reconsider our tactics,
our channels and adapt our contents**

**Because people and their
habits are changing**

1. Make sure you know **WHO** you talk to

...and you will know how
to adapt your messages.

Are you an EU expert?

Which country takes over the
Council Presidency in 2021?



Expert

What's the name of European
Parliament President?



Good knowledge

How many stars
are in the EU flag?



Medium knowledge

What's the name of
the EU Commission
President?



Basic knowledge

How many
Member States?



Have heard
about it



**Your messages should fit
the knowledge of your audience**

2. Find out **HOW** you can move people

...and you will get a reaction.
Never sell with the first call!

John Cleese
Compaq Ads
From the Mid '80s



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Result: Your audience **likes** what you do and even might **support**

Step 2: More details based on the audience's interest

Result: Your audience is **interested and listens**

Step 1: An emotional teaser to first interest the audience in what you do

Audience **knows nothing**


There is **NO** shortcut

Maya Angelou

People will forget what you **said**,
people will forget what you **did**,
but people will never forget how you made them **feel**.

3. Find out **WHERE** to reach your audience

...and you will not waste
your scarce resources
on the wrong channels

NEWS CONSUMPTION IN THE UK: 2019

Main research findings

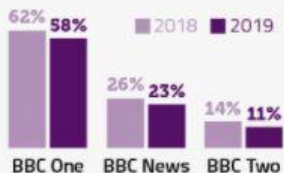
Half of people now use social media for news

44% in 2018  **49%** in 2019

Top three news sources (2019)



Fewer adults are using BBC TV channels for news but BBC One is still first



TV remains the most-used platform for news

But usage has decreased from 79% to 75%.



Who do you trust?

At a platform level, measures such as quality, accuracy, trustworthiness and impartiality tend to be strongest among readers of magazines and weakest among users of social media

Users who said it was impartial:



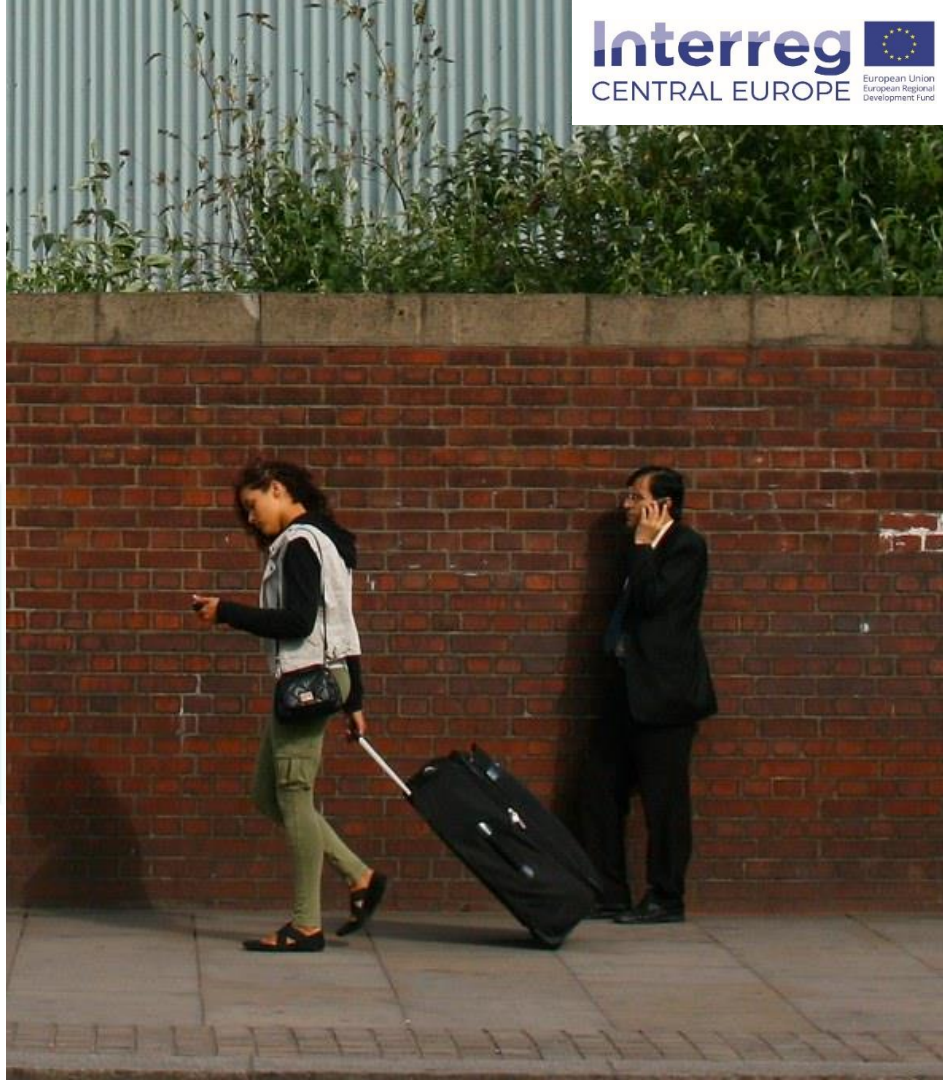
Use of many social media platforms for news has increased, while Facebook has remained stable



In the Nations, BBC One remains the most-used news source in England, Wales and Scotland, with UTV and BBC One being equally used in Northern Ireland.



Six in ten 12-15 year olds say they are either 'very' or 'quite' interested in news.

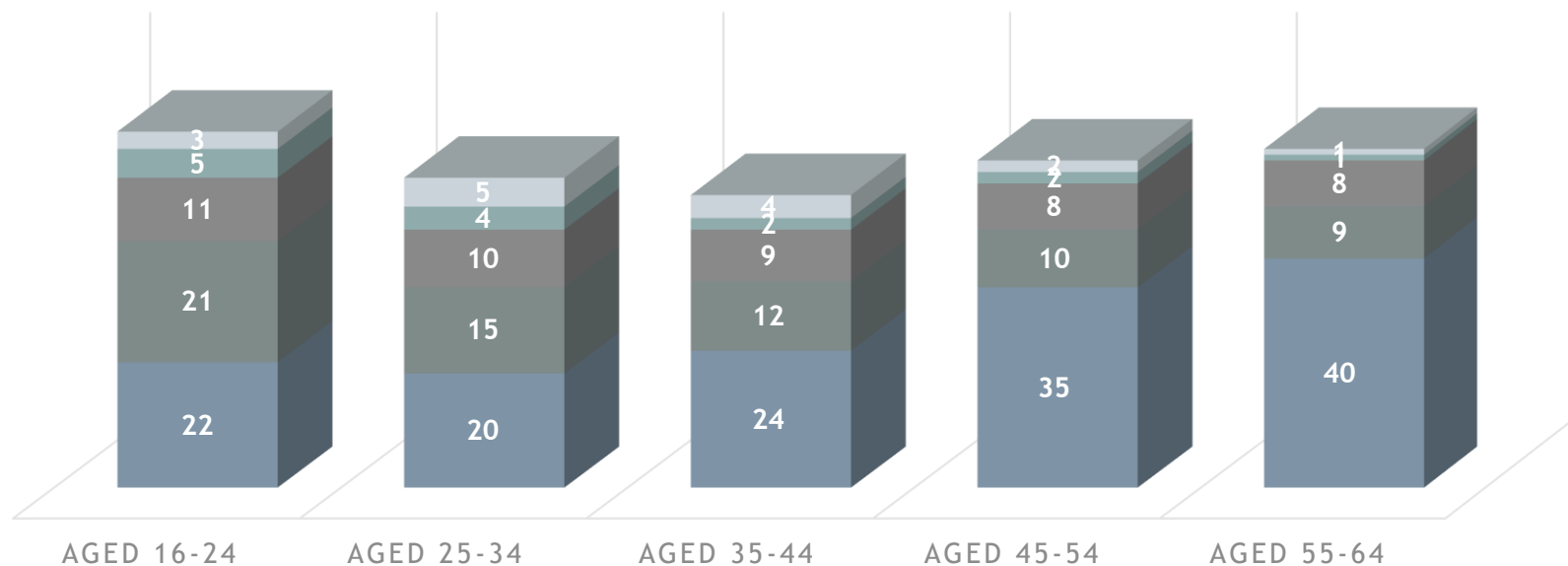


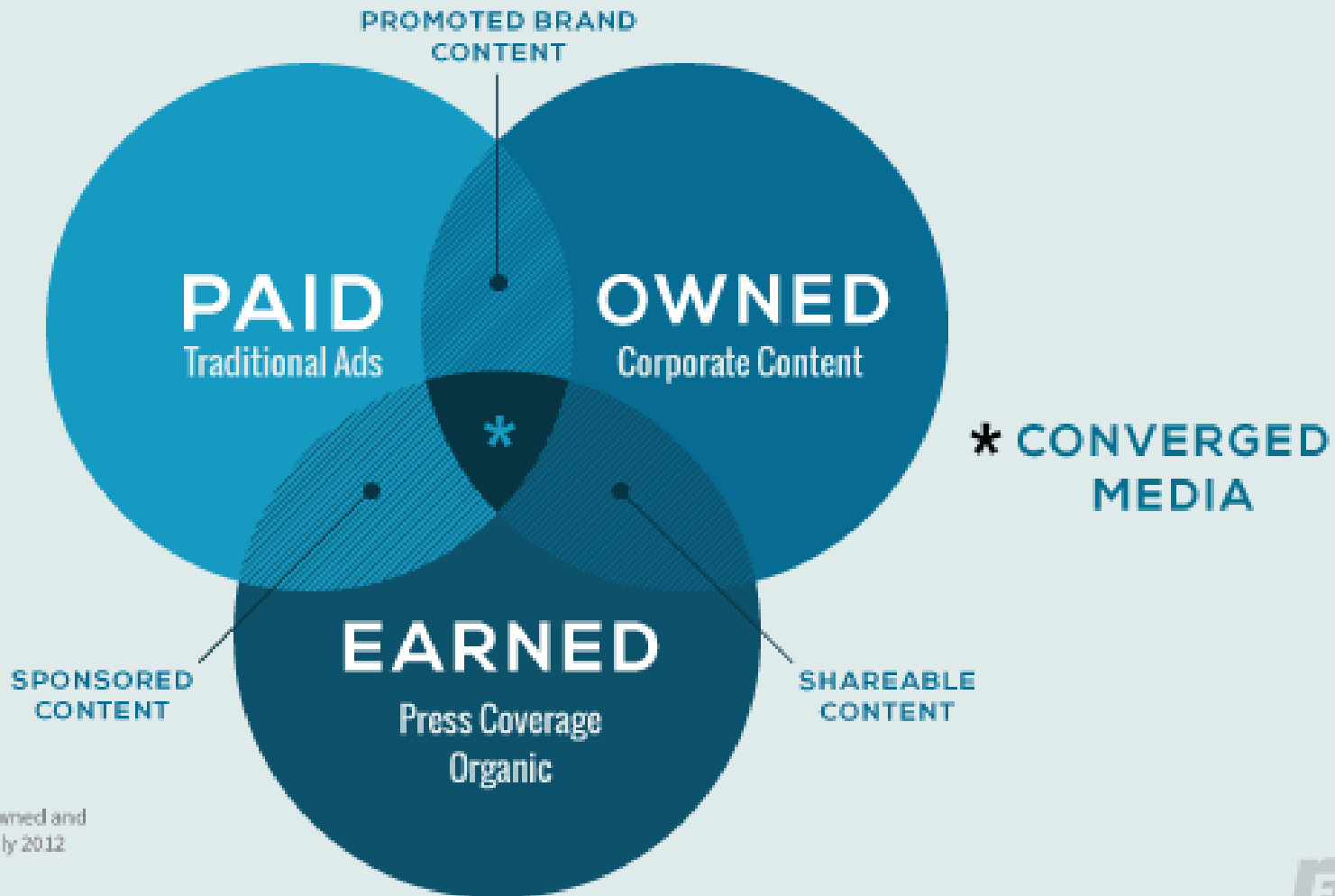
**Where do 16- to 24-year-olds in the UK
get their COVID-19 updates from?**

Source of information on COVID-19 in the UK

MOST IMPORTANT SOURCES

■ BBC TV ■ BBC online ■ Health web ■ Twitter ■ Facebook





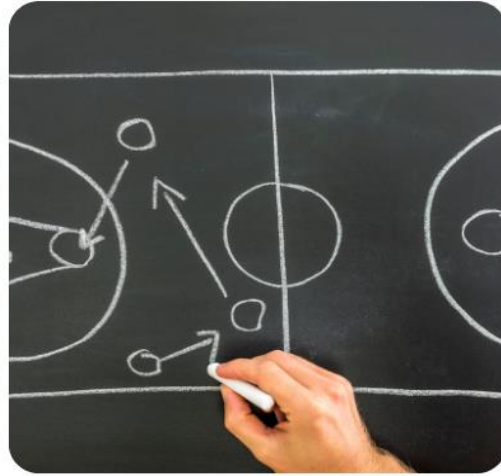
SOURCE

"The Converged Media Imperative:
How brands must combine paid, owned and
earned media" Altimeter Group, July 2012

**Define your channel mix carefully
to ensure that you really
reach your audiences**

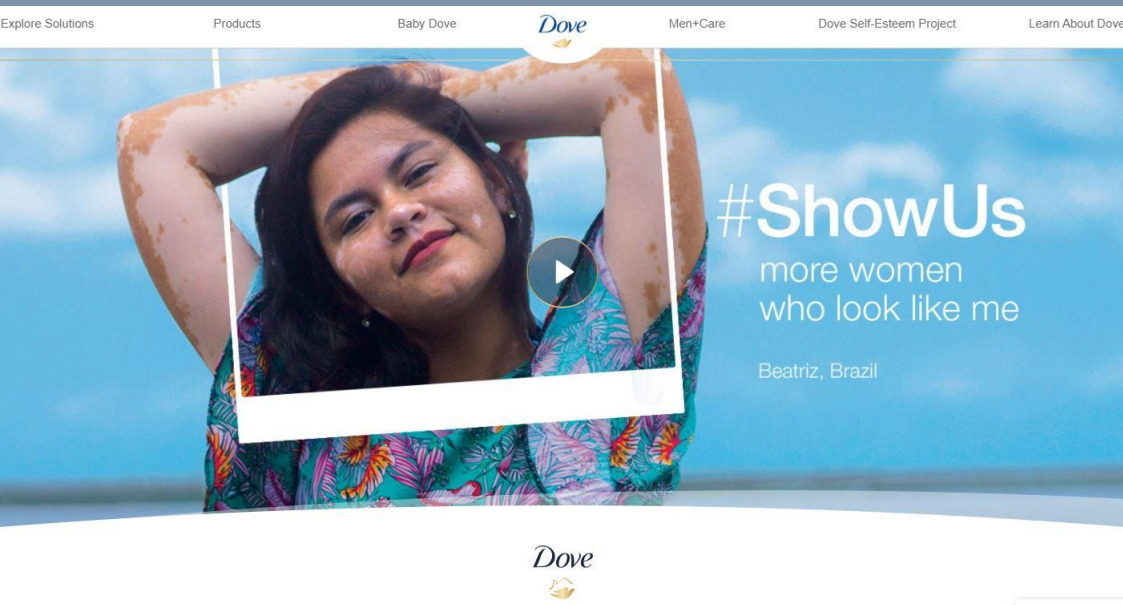
4. Find out **WHICH** contents and formats work best

...and you will touch people with the
right messages in the right format



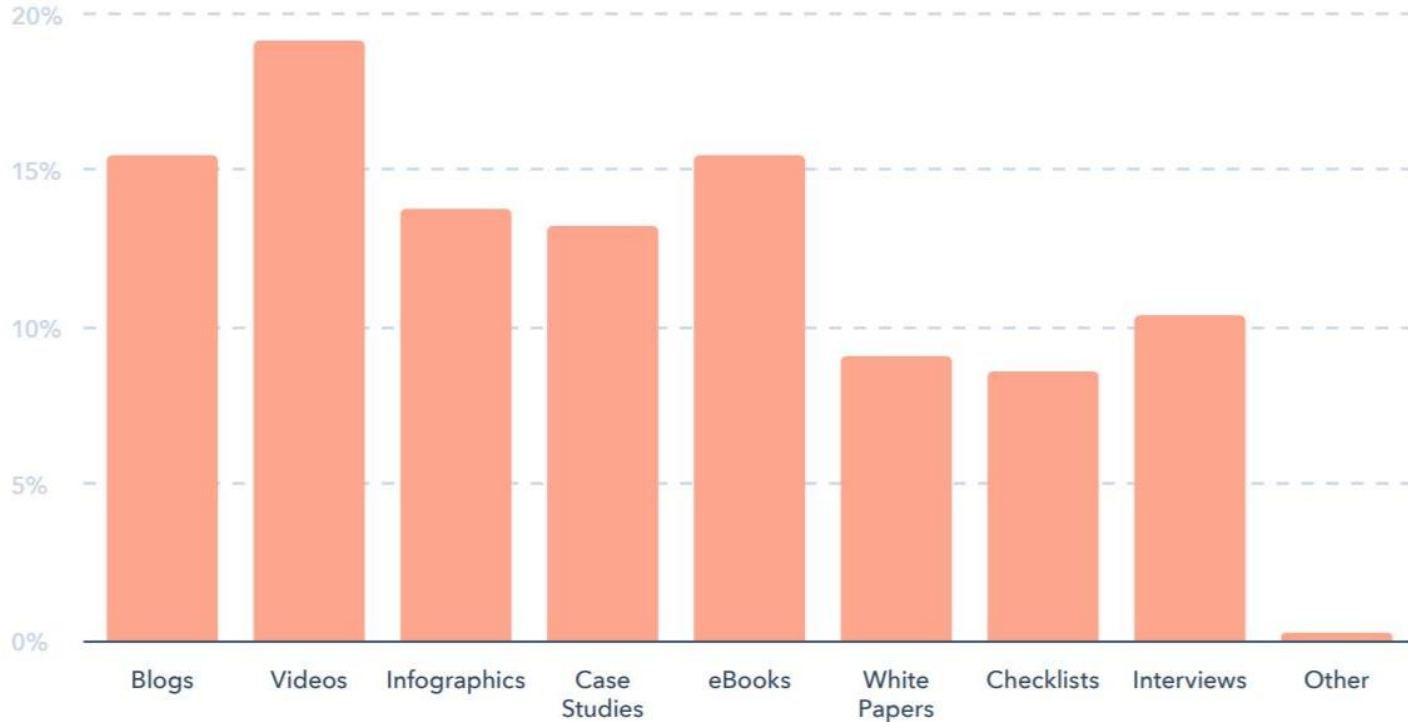
HOW TO PUT IT ALL TOGETHER?





Design messages
that include a
“call to action”

What are the primary forms of media used within your content strategy?

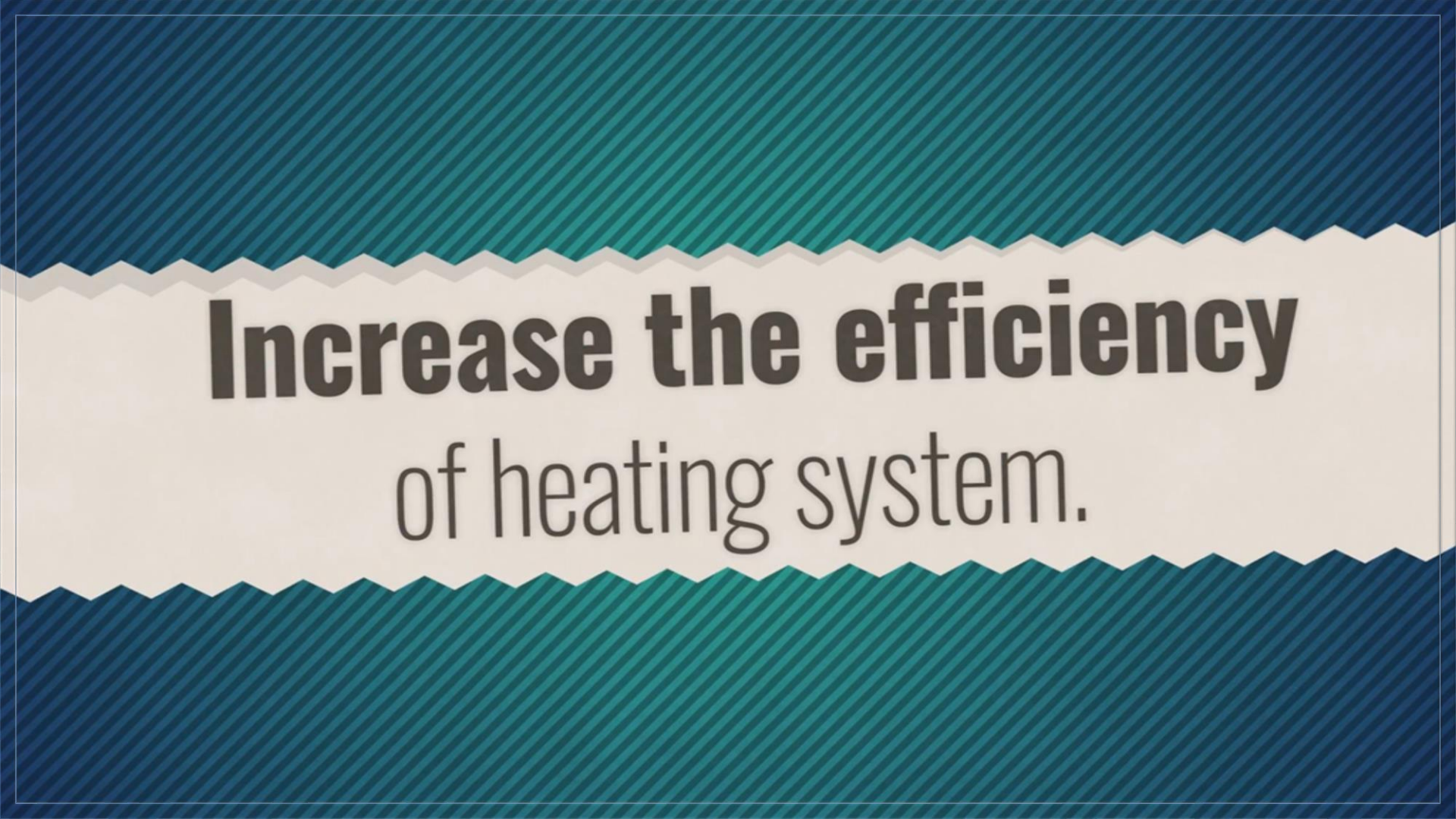


“To win the content game, companies need to focus on optimised, personalised and influencer activated content experience.”

Lee Odden, CEO TopRank Marketing



VIDEO
The most effective
communication
format today



Increase the efficiency
of heating system.



Who is the target group of the video?

Where should it be distributed?

Reach and engagement in social media



Interreg CE @InterregCE · Jul 7

#TellTheTruthDay encourages us to tell the truth even if it is inconvenient

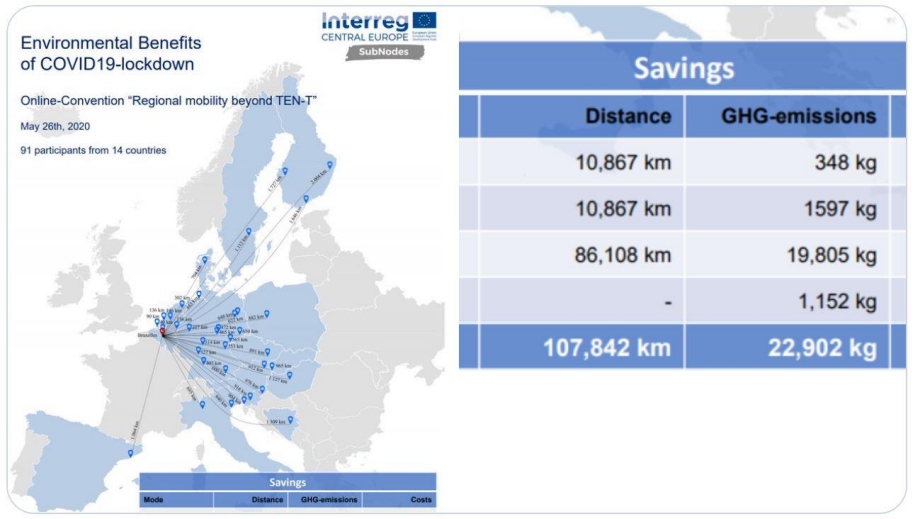
👉 Let's share facts on how virtual events save our environment

👉 See calculations by our #MadeWithInterreg #Subnodes project partner

@FH_Erfurt

All @InterregCE events interreg-central.eu/Content.Node/e...

#GoDigital



A

B

Interreg CE @InterregCE · Aug 28

How to lead our regions out of the crisis?

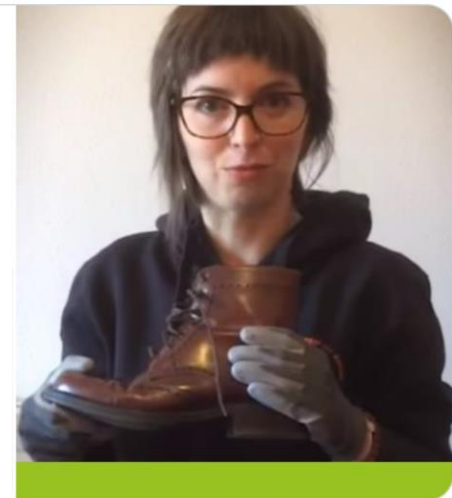
#cooperationiscentral to inspire others by consuming less

Our #Interreg #Surface project extends the product lifecycle in Smart #ReUse Parks. ♻️

How do they motivate to reuse or repair?

Check our storyblog

👉 interreg-central.eu/cooperationisc...





PEOPLE - STORIES - CENTRAL EUROPE

PROJECT STORIES

STORYMAP

PODCAST

WHY #COOPERATIONISCENTRAL

www.interreg-central.eu/cooperationiscentral

“It is not the strongest of the species that survives, nor the most intelligent, it is the one most adaptable to change.”

Charles Darwin



WE ARE BETTER TOGETHER